

What is Claimed Is:

1. A media logging system for indexing media, comprising:
 - 2 a timer object that provides a time reference upon request in connection with the media; and
 - 4 a logger object that logs predefined events that occur in the media by associating the events with respective time reference from the timer object.
1. 2. The logging system of claim 1, wherein the logger object includes a graphical user interface having a plurality of interface objects that can be selected by a user of the logging system in order to log events that occur in the media.
1. 3. The logging system of claim 2, wherein the interface objects include labels thereon corresponding to predetermined events that may typically occur in the particular media being logged.
1. 4. The logging system of claim 2, wherein the logging system is adapted for use in logging a sporting event and the interface objects correspond to events that occur during the sporting event
1. 5. The logging system of claim 1, wherein the graphical user interface is customizable to correspond to types of events that occur in the particular media being logged.
1. 6. The logging system of claim 1, wherein the system includes an arrangement that automatically logs predefined events in the media being logged based on video analysis.
1. 7. The logging system of claim 1, wherein the system includes an arrangement that automatically logs predefined events based on text analysis.
1. 8. The logging system of claim 1, wherein the system includes an arrangement that automatically logs predefined events based on audio analysis.

1 9. The logging system of claim 1, wherein the system includes a video
2 server that captures logged events and digitally stored the captured events as
3 media segments.

1 10. The logging system of claim 9, wherein the user interface includes a
2 feature that enables the media segments to be selectively retrieved and viewed.

1 11. The logging system of claim 10, wherein the feature includes a search
2 engine that enables logged events to be searched using various search
3 parameters.

1 12. A media asset management system for managing media assets,
2 comprising:

3 a logging application that creates indexes of events that occur in the
4 media;

5 a video server that captures and digitally stores events logged by the
6 logging application as media segments; and

7 a search and retrieval engine that enables the media segments to be located
8 and retrieved based on the indexes.

1 13. The media asset management system of claim 12, wherein the logging
2 application includes a graphical user interface that enables a user to select
3 predefined events that occur in the media to be indexed.

1 14. The media asset management system of claim 13, wherein the
2 graphical user interface includes interface objects having labels thereon
3 corresponding to predefined events that typically occur in the particular media
4 being logged by the logging application.

1 15. The media asset management system of claim 14, wherein the logging
2 application is adapted for use in logging a sporting event and the interface
3 objects correspond to events that occur during the sporting event.

1 16. The media asset management system of claim 12, wherein the video
2 server includes an arrangement that automatically logs predefined events based
3 on video analysis.

1 17. The media asset management system of claim 12, herein the video
2 server includes an arrangement that automatically logs predefined events based
3 on text analysis.

1 18. The media asset management system of claim 12, wherein the video
2 server includes an arrangement that automatically logs predefined events based
3 on audio analysis;

1 19. The media asset management system of claim 13, wherein the user
2 interface includes a feature that enables the media segments to be viewed.

1 20. A customizable media asset management system for managing media
2 assets, comprising:

3 a logging application that creates indexes of events that occur in the
4 media;

5 a video server that captures and digitally stores events logged by the
6 logging application as media segments; and

7 a graphical user interface generator that creates customized user interfaces
8 for the logging application based on information entered in a database.

1 21. The customizable media asset management system of claim 20,
2 wherein the graphical user interface generator generates user interface objects
3 for a logging screen for use by a user when using the logging application.

1 22. The customizable media asset management system of claim 20,
2 wherein the creation of the customized user interface is database driven.

1 23. The customizable media asset management system of claim 20,
2 wherein the user interface generator is further operable to dynamically generate a
3 logging database for use by said logging application.